

DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

**Special Meeting
Wednesday, May 4, 2005 8:00 a.m.**

Room 2A, Council Work Session Room
Hayward City Hall
777 B Street
Hayward, CA 94541

The Public Comments section provides an opportunity to address the City Council on items not listed on the agenda. The Council welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Council is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

A G E N D A

- I. Call to Order
- II. Public Comment
- III. Approval of April 6, 2005 Minutes
- IV. Election of Officers
- V. Finalization of FY 2005-2006 Budget
Consideration of the FY 2004-2005 Annual Report
- VI. Adjournment

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Maret Bartlett at 583-4261 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.

MINUTES
DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD
General Meeting of Wednesday, April 6, 2005

ATTENDANCE:

BIA Member	Present	Absent
Toni Barcelos	X	
Ned Carleton		X
James Cohen (Chair	X	
Aileen Matteson	X	
Lyman Menger		X
Alice Nguyen	X	
Meg Shaw	X	
Rod Vargas (Vice Chair)	X	
Chris Zaballos	X	

VISITORS: Peggy Collett, Hayward Chamber of Commerce; Scott Raty, Hayward Chamber of Commerce

STAFF: Maret Bartlett, Redevelopment Director; Paul Dalmon, Redevelopment Project Manager; Cecelia Cooke, Redevelopment Secretary (Minutes)

I. Call to Order

The Chair called the meeting to order at 8:05 a.m.

II. Public Comments

None.

III. Approval of January 5, 2005 Minutes

Chris Zaballos made motion to approve January 5, 2005 Minutes; Toni Barcelos seconded; Minutes approved unanimously by Committee.

IV. Information Regarding Sidewalk Cleaning Contract

There was discussion regarding the number of sidewalk cleanings and the schedule for the cleanings. It was stated that Public Works paid Webco Cleaning for extra cleanings this past year at the request of the City Manager.

It was noted that cleaning of the sidewalks left marks. The question was asked if there was another sidewalk cleaning company that could be used.

Maret Bartlett said there are few vendors who clean sidewalks, but the job could be put out for bid if the BIA would like.

Rod Vargas suggested that perhaps the sidewalks could be cleaned after the street parties instead of before.

V. Banner Program

Maret Bartlett said she and Jamie Hurley are working on finalizing the banners now that the BIA Committee has discussed and completed a survey provided by Mr. Hurley as to the theme of the banners. It is the consensus to use places such as All Saints Church, the new Fire Station, Kennedy Park, Cal State East Bay and maybe Tennyson High, along with the people relating to each of those. Ms. Bartlett and Jamie Hurley will work directly with the banner company and do a mock up, then take back to the BIA Committee for approval. Ms. Bartlett reminded the Committee that the City Manager has final approval for the banners before they are ordered.

Jim Cohen asked if banners are not completed by end of fiscal year, could that carry over to next fiscal year. Ms. Bartlett said yes.

VI. Downtown Events/Promotion

Directory

Scott Raty said all businesses in the BIA area will be listed, and the cost should be approximately \$14,000. There are about 18,000 zip codes and 5,000 in the downtown area according to the Daily Review. The directories could be delivered to homeowners by the Chamber. Direct mailing of the directory would push the cost to about \$30,000. Mr. Raty said the BIA Committee might want to ask the City of Hayward to help provide funding toward this.

The Daily Review contracts out the work to put the directory together. The directory would be about 16 pages, glossy, with front and back covers. It will take a few months to put together, because all the business addresses and phone numbers have to be updated first. Mr. Raty suggested that the Cannery Area might also be included. He said that the directory might be a substitute for the Light Up the Season tabloid due to cost, and that Light Up the Season information could be listed in the directory as well and sent out as a flyer to the schools and merchants.

There was some discussion among the BIA Committee to get the directory out in time for the holiday season to bring more business in the downtown. Mr. Raty needs a couple of months lead time for publishing the directory.

Street Parties

The Committee discussed street parties and ideas for different kinds of events to bring more people into the downtown. There was a suggestion for a jazz festival or concert. There was discussion about different types of events that could be held and that possibly a task force could be formed for this. Jim Cohen reminded the members that it is not the BIA's responsibility to come up with ideas.

VII. FY 2005/2006 Draft Budget

Jim Cohen asked Mr. Raty if the Chamber of Commerce is doing an extra street party in September. Mr. Raty said the feedback received indicated that people thought it would be a good idea to have an extra party and on a weekend. To do an extra street party would be about \$2,600, only a couple of thousand dollars more than doing the three street parties already scheduled. This would be a total of \$5,900 per party.

Paul Dalmon reminded the Committee that the budget could be amended to cover any extra street event if needed.

Maret Bartlett told the Committee that the BIA has a reserve that could be used, therefore, both the Light Up the Season Tabloid and the Directory could be budgeted for this year. Ms. Bartlett said after the budget is approved by BIA, it will go to City Council for approval.

Jim Cohen asked if there were any other budget items to discuss, and Maret Bartlett said the proposed budget will be redrafted to reflect the directory and the extra street party. A special BIA meeting will be called to finalize the budget.

Aileen Matteson asked about the marketing promo that was mentioned in a previous BIA meeting.

Jim Cohen said that could be an agenda item for the next regular BIA meeting.

VIII. Adjournment

Meeting was adjourned at 9:03 a.m.